



# The Practice Resource e-Newsletter 2022-23 Media Kit

 Your Monthly Edition

# The Practice Resource

For Physicians and Practice Managers



The Practice Resource e-Newsletter is published monthly by the Bexar County Medical Society for the Circle of Friends program. This is an excellent media platform to highlight and promote your company's products and services. Circle of Friends Sponsors can publish a range of topics using text, graphics, and video.

Some Examples:

- Publish and announce new or timely services and products that you want to highlight.
- Introduce new contacts or other company updates that you want the physician community to know about.
- Publish a Q&A in the Ask an Expert column. An excellent opportunity to demonstrate your knowledge of a given subject to the entire physician community.
- Every month you can publish short editorials and general marking material. This e-Newsletter is sent to our entire membership (6,000 plus).

## Membership Demographics:

**Occupation:**

- Physicians MDs, DOs
- Residents
- Medical Students

**Age:**

- 52% between Ages 29 and 49 years old
- 48% 50+ years old

**Gender:**

- About 70% male
- About 30% female

**Distribution:**

- Bexar and 7 contiguous surrounding counties



## Standard Layout

Logo  
Graphics (3.2" X 8") in a png or jpg format, or Video link  
Headline Text  
By line  
Teaser text (90 words max limit)  
Link to full content

**EXAMPLE: Headline News** | You should know about this

**Your Logo**



### Headline Text

Author / Publish Information

**Teaser Text:** Scientists from The University of Texas Health Science Center at San Antonio have discovered a mechanism by which SARS-CoV-2 exploits changes in metal ion concentrations to disguise itself in the body.

Link to full article

[Full Article](#)

FOR QUESTION REGARDING THIS PUBLICATION PLEASE CONTACT

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